

IF YOU DON'T HAVE AN INSPIRING VISION STORY ...



... you have at least some of these instead:

1. At least one extra layer of management (probably at the director level)
2. Slow and difficult decision making
3. Change is painful and slow
4. Confused branding and marketing
5. Customer dissatisfaction at some level
6. Resource waste
7. Lower shareholder returns
8. Lower return on investment
9. Employee turnover and absenteeism
10. Less fun, enthusiasm, and camaraderie inside the organization